

HOW TO CHOOSE A COMMUNITY EVENT

1. When selecting an event, consider the demographics of your neighborhood. If you have mostly seniors in your area, they are probably not interested in attending a carnival. If you live in an area that is comprised of mostly apartments, a garden tour probably wouldn't fly. Likewise, if you have a large population of variety of religious preferences in your neighborhood, a Christmas Tree Lighting Celebration probably would not be well attended. Survey your residents to see what activities they are interested in attending.
2. Visit other neighborhood festivities to see what you can learn. Search online for event ideas.
3. Don't reinvent the wheel if the project you have in mind is working elsewhere. Most groups would be happy to share their information. Find out what has worked well for them, then tweak it to fit your neighborhood.
4. Create a timeline for each event. Find out deadlines and work backwards. Allow plenty of lead time for publicity and lining up volunteers. Everything always takes longer than you think it will!
5. The first time you try any new event, it may be difficult to know how many people to expect and how many supplies to purchase. Consider it a trial run—keep notes from year to year; and each time you host it, you will be better prepared. Try out new ideas from year to year. There is no way to predict which ones will be successful and which ones will flop.
6. An event may not be very well attended the first time, but may grow in popularity in future years. Be patient and persevere! If, however, you've tried something for a few years and it fails to thrive, let it go. Your time, effort and finances would be better spent on other things.
7. Make use of the skills and resources people in your community can offer. Find out as much as you can about each new person you meet. When you have a need, brainstorm with other people to see if they know someone who would be willing to help or donate what you need. Many businesses are more than willing to contribute to their community and are just waiting to be asked!